

Financial,
Manufacturing,
Real Estate.

THE TIMES FOUNDED 1884.
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The Times Dispatch

INDUSTRIAL SECTION

Want Ads.
Agriculture,
Commerce.

RICHMOND, VA., SUNDAY, OCTOBER 1, 1911.

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REAL ESTATE AND BUILDING NEWS

Activity Bordering on
Excitement Noticeable
in the Far West End.

FACTORY SITES AND HOME PLACES

Chesapeake and Ohio to Estab-
lish East Richmond Station.
Another Suburb in Sight.
Hundreds of New Homes
Going Up in Western
Section.

There was some hustling among the real estate men the past week, a great deal of it, and while the heavy footings of sales consummated were made unusually heavy by the operations of speculators and quick-profit investors, and while this feature of the business was confined largely to the far West End, there was a general activity. Several deals about which the selling agents and others interested were reticent, in fact, absolutely silent, involved business properties that brought large figures. However, the large and even the exciting interest of the week hung over the lands west of the Boulevard along the Broad Street Road and about Monument Heights, and on all the streets from the Boulevard to the Rosemeath Road and beyond.

Practically all of the available property along West Broad all the way from Lombardy to the Boulevard has been taken up for manufacturing and other business sites, at least such of it as has the advantages, present and prospective, or railway trackage, and so prospective manufacturers, those desiring new or better locations for large plants, are looking beyond the Boulevard and from there to the extreme city limits at Rosemeath Road.

Large Sales That Were Made.

These are the conditions which have turned the eyes of the speculators and investors to that quarter, and quite lively has been the business. For instance, Ames & Poindexter last week sold 100 feet of ground east of the Boulevard for something like \$25,000; also a tract of 350 feet west of the Boulevard for about the same figure, and yet another plot to the west of 237 feet for \$15,000, and still another of eighty feet for \$5,000. Other sales in other parts of the city ran their total up to about \$75,000.

Blanton & Co., who have charge of the beautiful residential property known as Monument Heights, found unusual demand for lots, and even blocks of this ground. Their sales were very large all of the week, so large in fact that only about \$17,000 worth of this valuable property is left. When Monument Heights was opened up some months ago the total value of the lands were \$160,000. Among the large buyers last week were several well known investors and speculators.

Richeson & Crutchfield report very active business for the week, a part of their sales being also in the far West End, where they sold 1,800 feet for the prevailing prices. Other deals to the eastward made by them, including the sale of a combination store and residence for \$11,000, and two or three residences, ran their grand total up to \$65,000.

Many Agencies in the Swim.

Several other agents were interested in the West End sales, although they, for reasons of their own, prefer not to be quoted. There were good sales privately and at auction of homes and sites for homes on Stuart Avenue, Park Avenue, Floyd Avenue, Gray Street, Robinson Street and various other localities in and about the growing West End. There is not so much speculation in this particular section as there was some time ago, the majority of the buyers of vacant lots proceeding at once to build homes for their own occupancy, and that is what they are buying for.

Golan & Nash, J. Thompson Brown & Company, J. D. Carneal & Son, J. A. Connelly & Company, C. L. & H. L. Denoon, Elam & Funsten, W. E. Purcell, Jr., Company, Gibbon & Nuckolls, A. J. Chevalier Company, Williams & Cease, H. Seldon Taylor & Company, Pollard & Bagby, McClure & Company, Taylor Company, Sutton & Company and a dozen other agencies talked with have good reports of activity in all classes of property, and they say there is a general inquiry for properties by investors that is in every way encouraging, but very few of the agencies are ready to disclose any startling particulars. Most of the agents report a scarcity, so to speak, of business sites, although it is known that a number of large deals are on the string, and negotiations are pending.

Tenacious Property Holders.

There is still a complaint on the part of agents of the tenacity of holders of this class of property. One agent told me of a large deal that fell through because only the small sum of \$300 stood between seller and buyer. He thinks it would have been a good thing for the owner of the property and for the city generally if that owner had come down to the three obstructive pegs for the transaction would have resulted in landing a new industry here which may now seek a domicile in another town, or go so far beyond the city limits as to be practically an out-of-town proposition.

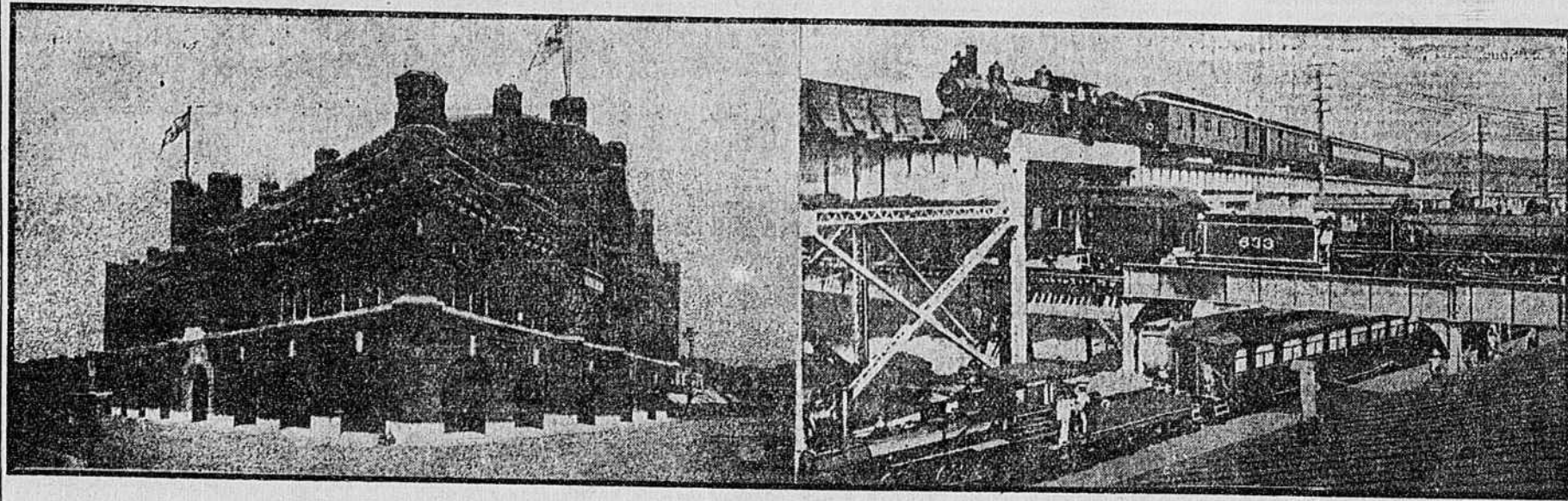
There appears to be increased activity in the suburbs, and a few home buyers made investments all around last week.

In the Charming Suburbs.

The activity in Norwood was noticeable, as it was also in Barton Heights, Chestnut Hill and Brookland. Of course, there was something doing in Ginter Park. There always is, and right now its attractions were never more pronounced. After the dry summer the rains came, and they brought out the grass fresh, and the hedges and the rose bushes and the flower gar-

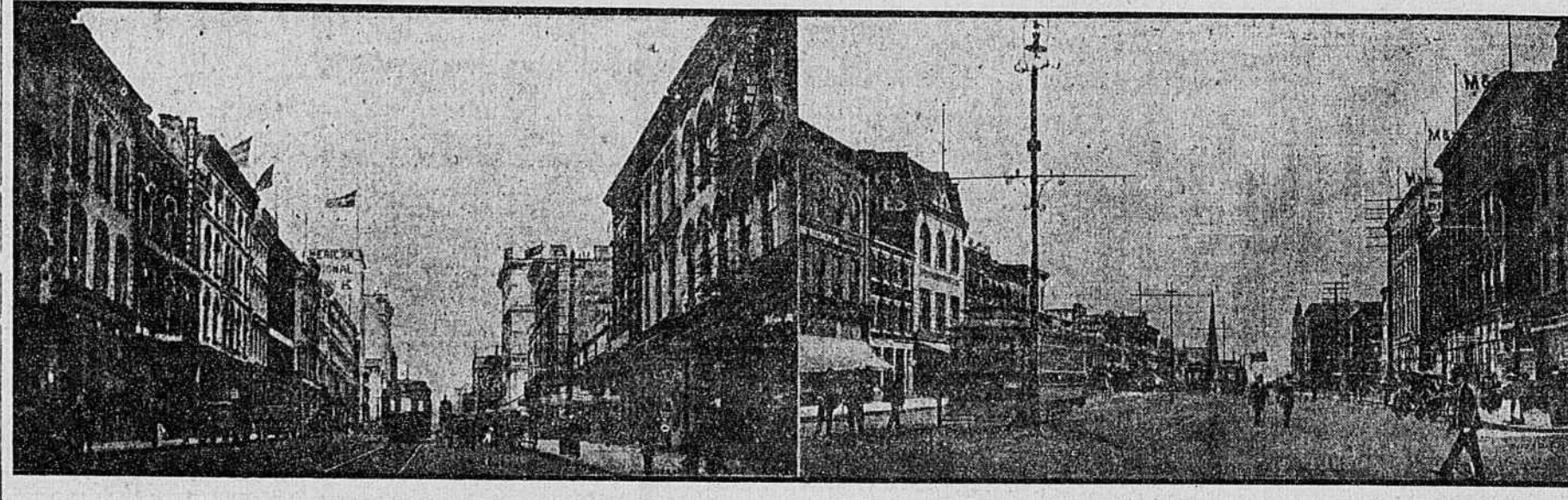
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SEEING GREATER RICHMOND



ARMORY AND MARKET.

CROSSING OF THREE TRUNK LINES IN TOWN.



MAIN STREET VIEW.

BROAD STREET VIEW.

SHOWS ADVANTAGE OF SMALL FARMS

Yields Vastly Larger Than Result From Old "Plantation" System.

GREATER MARGIN OF PROFIT

Railroad Officials Discuss Conditions Prevailing in South.

(Special to The Times-Dispatch.)
Washington, September 30.—A well known railroad official, who is deeply interested in the commercial development of the South and the welfare of its people, to-day expressed the opinion that more small farms would yield vastly larger amounts than a continuation of the old "plantation" system in this section.

It is pointed out that in the Southeastern States there are still many individual holdings, comprising thousands of acres of land, with sometimes less than 10 per cent. of the whole area in actual cultivation in any year. The balance is waste land, as all land in which does not produce. The holding of great tracts of land and keeping it vacant is a direct and serious loss, first, to the State, second, to the county, and third, to the owner of the land. This is indubitable fact, demonstrated in hundreds of localities in this region. Farmers who paid a few dollars an acre for farm lands unimproved have redeemed them, made them highly productive, and brought them up to a state of cultivation equal to that of any of the best farms in the North valued at \$150 to \$300 an acre. It is significant, however, that except in isolated instances, the greatest crop yields are made on small or limited acreage. There are reports every year of one bale and over of cotton, 100 to 200 bushels of corn, eighty to 100 bushels of oats, 250 to 400 bushels of sweet potatoes, and profits of \$150 to \$1,000 an acre from truck-celery, asparagus, cabbage, cucumbers, spinach, onions, tomatoes and other commercial vegetables in these Southeastern States. These great yields and profits are made from one acre, five acres, ten to twenty-five acres, almost invariably. And it can easily be shown that the smaller the farm, the greater the margin of profit and the greater the yield per acre. The reason for this is plain—the farmer who can see both sides of his farm at the same time knows the condition of the whole of it; can master the study of its soils; knows their possibilities and their limitations; can practice intensive methods, and cultivate his acres far more thoroughly and with far better results than is possible with the farms of even 100 acres.

There is another, and very great advantage to the State, to the county, to the individual farmer, in the division of great holdings and their cultivation by many instead of by one or a few. A farm of 1,000 acres owned by one individual, is an obstacle to settlement. Its repetition in any county makes a scattered community and makes the farming of the compact



RICHMOND'S FIRST SKYSCRAPER.



ANOTHER SKYSCRAPER.

GOLD AND SILVER CAROLINA OUTPUT

Old North State Ahead of All of Eastern Neighbors in Precious Metal.

Raleigh, N. C., September 30.—North Carolina regained first place among the Eastern States in 1910 in the production of gold. The year's mine production, according to H. D. McCaskay of the United States Geological Survey was 3,291.43 fine ounces, valued at \$68,045, an increase over the output for 1909 of 1,345.55 fine ounces and of \$27,815 in value. The yield of silver, recovered in refining the gold and copper produced, was 9,953 fine ounces, valued at \$4,388, an increase of 8,554 ounces, and of \$1,629 in value. The copper production was 140,514 pounds, valued at \$17,845, a decrease of \$3,993 pounds and of \$11,341 in value. The total value of the production of gold, silver and copper in North Carolina in 1910 was \$90,778, an increase over the corresponding value for 1909 of \$21,103.

There were twenty-three placer mines in operation in 1910 and thirteen deep mines. The deep mines produced 14,914 short tons of ore, of which 12,693 tons were gold quartz ores, with an average total recovered value in gold and silver of \$4.42 per ton, and 2,221 tons were copper ores, with an average precious metal value of \$2.51

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VIEWS AND NEAR VIEWS; HINTS AND SUGGESTIONS

A Few Potato Hints—Richmond-Made Automobiles—Facts About the Sugar Cane—Suggestions to the Railway—Thoughts About Paper Making—Other Valuable Hints.

BY FRANK S. WOODSON,
Industrial Editor.

L. E. Scott, of the Agricultural Department of the State of Wisconsin, goes into print with a plea for "moderation in potato growing." Of course he refers only to conditions in the cold country he lives in, and his argument may be very good for such a country, but down here in Virginia conditions are different. Mr. Scott, speaking only for Wisconsin, says: "It costs from \$25 to \$40 per acre to grow potatoes, and we get in gross receipts from this acre all the way from nothing to \$100."

There has been good money made in growing potatoes in Wisconsin where conditions are favorable. There have been many good buildings erected up on farms from potato money; there have been many children educated and a good many bank accounts kept up on potatoes, but the growing of potatoes has also rendered some farms very poor in fertility where they have been grown for a series of years.

I would advise a man who is growing potatoes to grow them only in connection with the dairy or live-

stock industry, and that only upon a portion of his farm. I believe that upon a farm of eighty acres, six or eight acres of potatoes are sufficient, putting in the balance of the farm to crops for stock, so that the fertility of the farm cannot be depleted through this one cash crop.

According to the government report the potato crop this year will not supply the demand, and there is every indication that prices will rule high, not only the balance of this year, but next year, too, and so I would suggest that Virginia farmers look well to the potato crop for next year. Down here in Virginia we have the climate and conditions and the good lands necessary to insure big yields of potatoes, and if Wisconsin and other frigid States in the Northwest are going to take the advice of the Scotts and curtail their crops it will be a good time for Virginia to enlarge hers. And, incidentally, it will be well enough for the Wisconsin potato-growers to consider well the conditions which Mr. Scott deplors, and after due consideration they will

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BUSY TIMES IN THE SOUTHWEST

Cattle Being Shipped Direct From Virginia Grass Lands to European Markets.

MONEY IN CABBAGE GROWING

Fall Apples Going Northward From Southwest Virginia Orchards in Great Quantities.

At this season of the year a traveler along the Norfolk and Western Railway in Southwest Virginia, or along the Virginian Railway in the same territory, or along the Chesapeake and Ohio in the western part of the State, can but be struck with the enormous shipments of cattle on the hoof, which shipments are being made to the ports of the State—Norfolk and Newport News. The traveler who looks upon long strings of cars heavily laden with young steers naturally asks for an explanation. It is readily given. These fatted calves are being shipped to European markets, and there they are to be slaughtered and made into beef steaks and roasts to feed the tony people of the country beyond the Atlantic, and incidentally, the explanation brings out the fact that Virginia is the only State in the Union that raises its cattle on the blue grass to be shipped for beef direct from the grass fields to the European markets.

Virginia Stands Alone.

Other States ship live stock to Europe, but it remains for the valleys between the mountains of Southwest Virginia to grow the blue grass that will fatten these cattle ready for the European butchers' knives and ready for the wealthy and high living English table.

The other States have to still feed their cattle to make them acceptable to the high class European trade, and that adds immensely to the cost and detracts in like proportion from the profits. Cattle shipped direct from the grass fields of Southwest Virginia are already in shape for the European markets, and hence the profits on Southwest Virginia grown beves are all the greater.

Besides the grass fed cattle, as has been demonstrated, make steaks and roasts that are more acceptable to the palates of the European beef eaters than do the more expensively stall fed cattle from the Western and far Southwest States.

Several Good Features Made.

Virginians have learned how to cater to this good paying European trade, and cattle raising for export has become an enormous industry in the Southwest Virginia counties, an industry that is bringing more and more good European money to Virginia every year. These blue grass cattle are raised and fattened in the fields in the southwest counties of the State and from there shipped on the hoof to Newport News and Norfolk and thence by ship to Europe, mainly to Great Britain, where they are sold for fancy figures, no Western cattle being able to compete with them. This export

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RICHMOND FACTS WORTHY OF BOAST

Few of Telling Figures
That Boosters
May Use.

GREATER RICHMOND OF PRESENT DAY

Varied Manufacturing Plants,
Superb Distributing Point.
Work of the Jobbers—Big-
gest of Retailers—Noted
Educational Centre.
City of Churches.

BY FRANK S. WOODSON.

A trainload of intelligent and strictly business Richmond men will be traversing the two States of Virginia and North Carolina this week, telling the country people and the citizens of the villages and towns and cities through which they will travel something of the business capacity, hustling energy and the commercial growth of the old capital of the Southern Confederacy that was. These active and energetic business men of the best business city in all the South will be known for the week as "the Richmond Boosters," and a live, interesting and entertaining story they will have to tell to the good people they are to meet along their route through the two States. All of the Boosters will not have time to tell all of the people they meet all of the great things that may be claimed for Richmond, and so a review of some of the things they have to relate may not be out of the place in the Industrial Section, thousands of copies of which will be left along the trail.

Greater Richmond as It Is.

Richmond, credited by the census-takers who came along last year with 128,000 population, really has now 135,000 within the actual city limits, and the many suburbs in easy touch with the business centre of the old burg by trolley lines and steam railway lines could easily add 15,000 more. The directory man puts the figures much higher, but I want to be very conservative.

The taxable values within the city limits are about \$140,000,000. The post-office receipts, always a business criterion, amount to \$750,000 a year, and are growing every day. The bank clearings this year will amount to \$400,000,000 or possibly more. The bank deposits within the city are today no less than \$40,000,000, and the loans and discounts a trifle more than the deposits. The capital and surplus of the Richmond banks amount to \$13,000,000.

Facts About Manufacturing.

There are 1,800 manufacturing plants, great and small, in the city, and they are now employing 35,000 people, and are of ten of these establishments are crying for more hands. These factories made and sold last year over \$82,000,000 worth of goods. It is estimated that the products will foot up to \$100,000,000 this year. These manufacturing plants turn out everything required in the affairs of life, from locomotive engines down to the smallest thing that machinery and genius can turn out. The larger factories, which employ hundreds of hands, are the locomotive works, the varied iron works, the woodenware works, the largest of their kind in the country; the paper mills, the baking powder works, the flavoring extract works, the glass and bottle factories, the fertilizer works, the tobacco factories, the electric machinery works, the tin can works, the broom factories, the furniture factories, the shoe factories, the trunk factories, the cigar and cigarette factories, the automobile factories, the carriage and buggy factories, the aeroplane factory and the publishing houses.

Among the smaller manufacturing plants are those that turn out proprietary medicines, varnishes and paints, pickles and preserves, seed tapes, advertising and other novelties, paper boxes and envelopes, overalls and shirts and various and sundry other things too numerous and too tedious to mention. Truly there is no city in the country that boasts a greater variety of manufacturing plants.

Richmond's Jobbers.

The jobbers of Richmond sold last year \$72,000,000 worth of goods, and they expect to largely increase these figures this year. In fact, they have already done so. They sell goods in every Southern State and in several Northern and Western States. The capital in operation in the jobbing business amounts to about \$14,000,000.

All the people agree and all the thousands of visitors who come to Richmond from all parts of the world agree that Richmond has the best street railway system of any city on the map. About 115 miles of trolley lines are in operation, networking the city and extending far out into the suburbs. Last year the street railway conductors collected nearly 50,000,000 fares.

Richmond also has the right to boast of its telephone system. Fully 12,000 phones are in use in and about the city, and the Bell Company has here one of the largest and best equipped exchanges in the country, and the long distance exchange is in all respects up to date.

Some Reasons for It All.

There is no city in the wide, wide world, I reckon, which has better equipped and better managed retail stores and mail order houses. To go into details along this line would require columns of space which are not at my disposal for this article. Suffice it to say that a stroll along Broad or Main Streets, or both, a walk along the business end of Grace Street, and through the many cross-walk streets upon which the retail business is done, would convince any visitor of the wonderful amount of business the retailers do in this crowded city.

There is a reason for all of this enterprise and all of this success in business lines of all kinds in Richmond.

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